

Home Furnishings Calendar 1951

JANUARY

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; *
 * furnishing and decorating; gardening and horticulture; food and major appliances. *
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* The CALENDAR will furnish free to yearly subscribers an accurate list of editors *
 * who cover every phase of the home furnishings field on national trade and con- *
 * sumer publications. Non-subscribers pay \$25 for this list. Personnel changes *
 * and additions are published weekly. Avail yourself of this invaluable service. *
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* One of our important functions is to clear dates so that conflicts will not *
 * arise. Check with us as to available times before scheduling your next affair. *
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* Events are listed without charge in the CALENDAR for approximately six weeks in *
 * advance. Let us have your listing as early as possible so that we may help you *
 * to avoid conflicts in dates and give you increasingly better service. New events, *
 * last minute changes and revisions are added each week as scheduled. *
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 15 12:15 P.M.	REGULAR LUNCHEON Mrs. Franklin Delano Roosevelt will be the speaker at this luncheon. Her subject will be "At Home Today." Mrs. Roosevelt has for years had a great interest in the home furnishings industry because of her activity as co-founder of the Val-Kill furniture manufacturing enterprise at Hyde Park. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE, INC.	HOTEL ROOSEVELT
Thursday Feb. 15 Going on	FRAMELESS SCREENS AVAILABLE Aluminum frameless screens are now available for all types of double-hung windows. Fine mesh aluminum wire screening and automatic tension provide maximum protection from insects. Tension locks on side of window eliminate need for side frames and leave sill free from all obstructions. Simply and quickly installed, easily opened and closed for washing windows, they may be rolled up and stored with little time and effort. Will not stain house or require seasonal painting. Publicity: Jessie M. Weaver, Columbia Mills, 225 Fifth Avenue, MU. 3-9440.	COLUMBIA MILLS, INC.	COUNTRYWIDE
Thursday Feb. 15	FIRST NATIONAL CARPET DESIGN COMPETITION Entries for this competition, either in the form of color renderings or woven samples, 1 foot square, must be received by this date. Contact: The Arthur Fleischman Co., 12585 Gratiot Avenue, Detroit, Michigan.	THE ARTHUR FLEISCHMAN CO. 12585 GRATIOT AVENUE	DETROIT MICHIGAN
Thursday Feb. 15- Feb. 16	SEVENTH ANNUAL ADEQUATE WIRING CONFERENCE Case studies of successful Adequate Wiring Programs, good speakers, open forum discussions, will mark this conference. Contact: Norman Wicks, Natl. Adequate Wiring Bur., 155 E. 44th St., N.Y. 17, MU. 2-1500.	NATL. ADEQUATE WIRING BUR. 155 EAST 44TH STREET	SHERATON-GIBSON CINCINNATI, OHIO
Feb. 15- Feb. 17	NATIONAL AMERICAN WHOLESALE GROCERS ASSN. MEETING, DRAKE HOTEL, CHICAGO, ILL. CONTACT: M. L. TOULME, 60 HUDSON STREET, NEW YORK 13, N. Y.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 15- Feb. 22	NATIONAL CHERRY WEEK. SPONSOR: NATL. RED CHERRY INST., 332 S. MICHIGAN AVE., CHICAGO 4, ILL.		
Thursday Feb. 15- June 30	GMA 1951 TROPHY CONTEST Entry blanks for the 1951 Life Line of America Trophy Contest are now available. All entries must be in by June 30. Material submitted must have appeared in print between Jan. 1, 1951 and June 30, 1951. Contact: Mabel Flanley, Flanley & Woodward, 30 E. 40th St., MU. 3-3928.	GROCERY MFRS. OF AMERICA 205 EAST 42ND ST.	
Feb. 17- Feb. 24	NATIONAL SEW AND SAVE WEEK. SPONSOR: NATL. NEEDLECRAFT BUREAU, INC., 385 FIFTH AVE., NEW YORK 16, N.Y.		
Feb. 17- Feb. 25	HOME BLDRS. ASSN. OF GREATER ST. LOUIS, KEIL AUDITORIUM, ST. LOUIS, MO. CONTACT: H. J. LOOSTLEY, 1624 DELMAR BLVD., ST. LOUIS 3, MISSOURI.		
Feb. 18- Feb. 21	PORTLAND WESTERN MDSE. EXHIBITORS ASSN. SHOW, PORTLAND, HOTEL PORTLAND, ORE. CONTACT: KAY LEBER, MGR., 1355 MARKET ST., SAN FRANCISCO, CALIFORNIA.		
Feb. 18- Feb. 21	CLEVELAND GIFT SHOW, HOTEL STATLER, CLEVELAND, OHIO. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Feb. 18- Feb. 23	DALLAS GIFT SHOW, BAKER HOTEL, DALLAS, TEXAS. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI..		
Feb. 18- Feb. 23	ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS. CONTACT: MRS. MILDRED DALTON, 712 SO. OLIVE ST., LOS ANGELES 4, CALIF.		

WEEK BEGINNING MONDAY, FEBRUARY 19, 1951

Monday Feb. 19 3:00 P.M.- 5:00 P.M.	PRESS RECEPTION A reception for the press, by invitation only, will be held to introduce a collection of new pieces of furniture which will be available for delivery early in April. Contact: Jens Risom, MU. 8-0030.	JENS RISOM DESIGN, INC. 668 FIFTH AVENUE	
Monday Feb. 19 7:30 P.M.	SEVENTEENTH LECTURE Subject of this lecture will be merchandising. Panel Director will be Helen Berg of Her Majesty Underwear Co.; speakers are: Helen Hall of WOR, Margo Smith Pierce of Curtis Publishing Co. and Helene Theis of Cavendish Corp. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y. WALDORF-ASTORIA	
Monday Feb. 19- Feb. 26	EXHIBIT: ACCESSORIES For the opening of the new Sakowitz Bros. store, fabric sculpture lamps and figurines especially created by Kathi Urbach will be featured in the gift department. Figurines will include Chinese, Japanese, Mexican, Tonkinese, French Provincial, Grecian, Martinique, Cambodian and Louis XV. Publicity: Frances Carter Scott, OR. 5-3815.	SAKOWITZ BROS. HOUSTON, TEXAS	
Tuesday Feb. 20 7:15 P.M.- 9:30 P.M. Apr. 10	HOME LIGHTING COURSE With the cooperation of the Residence Lighting Forum, N.Y. University is offering a complete home lighting course. Designed to meet the needs of the decorator, designer, architect, homemaker, the course will include all the basic knowledge needed to understand lighting language, problems, proper applications of light and lighting design as used decoratively and functionally in today's interiors. Contact: Professor Sidney G. Roth, Div. of Gen. Education, N.Y. University.	NEW YORK UNIVERSITY WASHINGTON SQUARE	

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 21 Luncheon	MONTHLY LUNCHEON Bob Considine will be the speaker at this luncheon. PL. 5-4000.	PUBLICITY CLUB OF N.Y.	SHELTON HOTEL Contact: Rita Otway,
Feb. 22	WASHINGTON'S BIRTHDAY (LEGAL HOLIDAY).		
Feb. 22- Apr. 1	ST. PAUL HOME GOODS SHOW, ST. PAUL, MINNESOTA. CONTACT: ST. PAUL GALLERY & SCHOOL OF ART, ST. PAUL, MINNESOTA.		
Friday Feb. 23 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW The opening of Katzenbach & Warren's new showrooms at the above address will be marked by the display of a new collection of Approved Williamsburg Wallpapers. By invitation only. Publicity: Ramona Vincent, PL. 9-5410.	KATZENBACH & WARREN, INC. 575 MADISON AVENUE	
Feb. 24- Mar. 4	GREATER CLEVELAND HOME & FLOWER SHOW, PUBLIC AUDITORIUM, CLEVELAND, OHIO. CONTACT: RALPH P. STODDARD, 520 LEADER BLDG., CLEVELAND 14, OHIO.		
Sunday Feb. 25- Mar. 3	NEW ENGLAND HOUSEWARES WEEK AND SHOW This week, a promotion for retailers, will have as its high spot the 18th Annual New England Housewares Show in Boston. Publicity: Carl Masson, Housewares Club of New England, Mechanics Building, Boston 16, Mass.	NEW ENGLAND HOUSEWARES SHOW	MECHANICS BLDG. BOSTON, MASS.

WEEK BEGINNING MONDAY, FEBRUARY 26, 1951

Monday Feb. 26 7:30 P.M.	EIGHTEENTH LECTURE Subject of this lecture is Point of Sale and Display; speaker will be Walter Mack. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Monday Feb. 26- Mar. 1	NEW YORK GIFT SHOW The fortieth semi-annual gift show is being held one week later than usual to permit exhibitors to return from the Chicago show. Exhibits will remain open from 9 A.M. to 9 P.M. Monday and Tuesday; from 9 A.M. to 6 P.M. Wednesday and Thursday. On Tuesday, Feb. 27, the National Gift and Art Association which sponsors the Gift Show will hold a breakfast from 8 to 9:30 A.M. in the Cafe Rouge of the Hotel Statler. The annual dinner-dance of the China, Glass & Pottery Assn. of New York will be held on Wednesday evening, Feb. 28, at the Hotel Astor. Contact: George F. Little Management, MU. 9-7147.	GEORGE F. LITTLE MNGMT. STATLER; NEW YORKER	
Monday Feb. 26- Mar. 2	CONFERENCE AND SEMINAR A Personnel Conference will be held on Feb. 26 - Feb. 28, and a Personnel Seminar from Feb. 28 to Mar. 2. Publicity: Edward K. Moss, BR. 9-6055.	AMERICAN MANAGEMENT ASSN. PALMER HOUSE 330 WEST 42ND STREET	CHICAGO, ILLINOIS
Feb. 26- Mar. 2	NATL. WHOLESALE FROZEN FOOD DISTRIBUTORS, ST. FRANCIS, SAN FRANCISCO, CAL. CONTACT: H. K. SCHAUFFLER, 60 E. 42ND STREET, NEW YORK 17, N.Y.		
Tuesday Feb. 27 Luncheon	PRESS LUNCHEON Marcel Vertes, well-known contemporary artist, will be the guest of honor at a press luncheon, by invitation only, to mark the introduction of "French Garden", a Vertes design for fine dinnerware by Castleton China, Inc. Luncheon will be held in The Cottage. Publicity: Mrs. Louis Hellman, Castleton China, Inc., 212 Fifth Ave., New York, N.Y., MU. 3-8948.	CASTLETON CHINA, INC.	HAMPSHIRE HOUSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 27- Mar. 2	ALL INDUSTRY FROZEN FOOD CONVENTION, SAN FRANCISCO, CALIFORNIA. CONTACT: E. J. WATSON, PICTSWEET FOODS, INC., MOUNT VERNON, WASHINGTON.		
Feb. 28- Mar. 2	SIXTH SPI REINFORCED PLASTICS MEETING, EDGEWATER BEACH HOTEL, CHICAGO, ILL. CONTACT: LANGDON P. WILLIAMS, SOC. OF PLASTICS INC., MU. 6-1490.		
Wednesday Feb. 28- Apr. 25	ROUND TABLE WORKSHOPS A series of all-day workshops has already started and will continue on the last Wednesday of each month. The Feb. 28th one will cover Care and Repair of Existing Appliances; the Mar. 28 one deals with Urban and Suburban Electrical Living; the final one on Apr. 25 will cover Equipment for Food Preservation. Hours: 10 to 12:30 A.M.; 2 to 4:30 P.M. Cost, \$2 per single session. Registration is from 9:30 to 10 A.M. before each session. Contact: Winifred Johnston, PL. 5-2900.	ELEC. WOMEN'S ROUND TABLE	570 LEXINGTON AVE.
Mar. 1- Mar. 31	ANNUAL FIG FESTIVAL. SPONSOR: CALIF. FIG INST., P. O. BOX 709, FRESNO, CALIFORNIA.		
Mar. 3- Mar. 11	OAKLAND NATIONAL HOME SHOW, OAKLAND EXPOSITION BLDG., OAKLAND, CALIFORNIA. CONTACT: IRA W. CURRY, OAKLAND AUDITORIUM, OAKLAND, CALIFORNIA.		
Mar. 4- Mar. 7	DENVER GIFT AND JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: MRS. MILDRED DALTON, 712 WEST OLIVE ST., LOS ANGELES, CALIF.		
Mar. 4- Mar. 7	ST. LOUIS GIFT SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI. CONTACT: G. L. WENNERSTROM, 2205 GRAND AVENUE, KANSAS CITY, MISSOURI.		
Mar. 4- Mar. 8	DETROIT GIFT SHOW, STATLER & BOOK CADILLAC HOTELS, DETROIT, MICHIGAN. CONTACT: WALTER E. OFFINGER, 15-117 MERCHANDISE MART, CHICAGO 54, ILL.		

ADVANCE DATES AND NOTICES

Monday Mar. 5 7:30 P.M.	NINETEENTH LECTURE Subject of this lecture will be "The Three C's of Advertising - Contests, Coupons and Conventions." The use of premiums in contests and coupon-advertising will be discussed by Robert F. Degen of Ted Bates & Co. Why people go to conventions is the subject to be handled by Hulda Kloenne of Paper Cup and Container Institute. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Mar. 5- Mar. 6	CANADIAN SPI ANNUAL MEETING, MOUNT ROYAL HOTEL, MONTREAL, QUEBEC, CANADA. CONTACT: LANGDON P. WILLIAMS, SOC. OF THE PLASTIC IND., MU. 6-1490.		
Mar. 5- Mar. 9	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Mar. 5- Mar. 10	CENTRAL PENNSYLVANIA BLDGS. SHOW, STATE FARM SHOW BLDG., HARRISBURG, PA. CONTACT: J. L. BARREN, 2501 NO. FRONT ST., HARRISBURG, PENNSYLVANIA.		
Monday Mar. 5- Mar. 10	INTERNATL. FLOWER SHOW The 35th International Flower Show will feature town and country gardens this year. It is being held earlier than usual because of an early Easter on March 25. As usual, the Show is being conducted jointly by the Horticultural Society of N.Y. and the N.Y. Florists Club. Publ.: Edward F. Korbelt and Worth Colwell, 480 Lexington Ave., PL. 9-7340. For information on exhibits contact: Clifford Lowther, 157 W. 58th St., N.Y.	GRAND CENTRAL PALACE	480 LEXINGTON AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Mar. 5- Mar. 11	ANNUAL ANTIQUES SHOW The Seventh Annual National Antiques Show will be held at this time. The lobby is to be decorated with Scalmandre silks, using five-foot panels from the textiles now in Blair House, Colonial Williamsburg, Monticello and so forth. The theme of the show is "Antiques in Decorating." An elaborate lecture program is being arranged with outstanding designers and decorators as speakers. Contact: Morton Yarmon, BE. 3-6010.	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN
Mar. 5- Mar. 16	ANNUAL AMERICAN TOY FAIR, HOTELS NEW YORKER AND McALPIN, NEW YORK, N.Y. PUBLICITY: RUTH MILLARD, OR. 5-1141.		
Tuesday Mar. 6 7:00 P.M.	PUBLICITY COURSE A ten weeks' course on "Fundamentals of Publicity" will start on this date and continue on Tuesday evenings. It is open both to beginners and to publicity executives and will cover all media of publicity as well as the fields of home furnishings, food, fashion and cosmetics, products and personalities. Fee, \$15. Registration forms may be obtained from the Club. Contact: Rita Otway, PL. 5-4000.	PUBL. CLUB OF NEW YORK	HOTEL SHELTON
Mar. 6- Mar. 9	SOUTHEASTERN NEW ENGLAND FARM & HOME CONGRESS, PROVIDENCE, RHODE ISLAND. CONTACT: WM. COTTER, JR., 5 NARRAGANSETT COURT, NARRAGANSETT, R.I.		
Thursday Mar. 8 12:00 M. 3:00 P.M.	PRESS PREVIEW: FINE GLASS The new Tiffin Collection, a museum group of fine glass, table glassware and decorators' pieces, will be shown to the press at the buffet luncheon in the Sapphire Room, 2nd Floor. By invitation only. Contact: Florence Brobeck, MU. 8-8197.	U.S. GLASS CO.	HOTEL PIERRE
Thursday Mar. 8 7:30 P.M. May 10	PUBLICITY COURSE A ten week publicity course of lectures will be held each Thursday evening and will cover publicity in women's fields; radio, television, newsreel; agency operation; fashion, cosmetic, food and home furnishings publicity; tie-ins; publicity and the editor; publicity and the retail store. Fee, \$20. Contact: Henrietta Gilbert, MU. 8-1837.	PUB. THAT REACHES THE WOMAN	1068 2ND AVENUE
Friday Mar. 9 7:00 P.M.- 2:00 A.M.	DINNER DANCE The 1951 dinner dance of this organization will be held in the Grand Ballroom under the title "Bal des Camellias". Quick Magazine is sponsoring this year's programs. Evening dress required. There will be door prizes and a gift for each woman attending. Members are urged to bring clients and their wives. Tickets \$15 each. Contact: Liliane McKinley, Adv. Women of N.Y., 1233 6th Ave., N.Y.C., CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Mar. 10- Mar. 17	MILWAUKEE HOME SHOW, AUDITORIUM, MILWAUKEE, WISCONSIN. CONTACT: JOHN J. ROACHE, 606 W. WISCONSIN AVE., MILWAUKEE, WISCONSIN.		
Mar. 11- Mar. 17	CLASSIFIED BRAND NAMES WEEK, SPONSOR: ASSOCIATION OF NEWSPAPER CLASSIFIED ADVERTISING MANAGERS, c/o WALTER S. CAMPBELL, DETROIT FREE PRESS, DETROIT.		
Monday Mar. 12- Mar. 17	SHORT COURSE FOR INDUSTRIAL EDITORS The fifth annual Industrial Editors Short Course is offered again this year. Contact: Clement E. Trout, Head, Technical Journalism, Oklahoma A. & M., College, Stillwater, Oklahoma.	OKLAHOMA A. & M. COLLEGE	STILLWATER OKLAHOMA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Mar. 12 7:30 P.M.	TWENTIETH LECTURE Subject will be The Role of Home Economists and Educators in Advertising. Speakers: Elizabeth Stout, Celanese Corp.; Katherine Fisher, Good House- keeping; Ina Lindman, United Fruit Co.; Elizabeth Sweeney Herbert, Mc- Calls Magazine. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Monday Mar. 12- Mar. 16	MARKETING SEMINAR AND CONFERENCE The Conference will be held on Mar. 12-13; the Seminar will follow; Mar. 14-16. Publicity: Edward K. Moss, BR. 9-6055.	AM. MANAGEMENT ASSN. 330 WEST 42ND STREET	WALDORF-ASTORIA NEW YORK
Wednesday Mar. 14- June 6 7:00 P.M.- 8:40 P.M.	TWELVE MEETING The City College Adult Education Program is offering a twelve-week work- shop to be conducted by Beatrice Schapper. Actual practice in prepara- tion of material for editors of trade, special interest, professional and popular magazines with how-to-do-it guidance will be offered. Fee is \$15. Registration takes place at any branch library, or mail check or money order to Adult Educ. Office, City College, Convent Ave. and 139th St., New York, N.Y. Contact: Beatrice Schapper, AT. 9-9369.	CITY COLL. ADULT EDUC.	N.Y. PUB. LIBRARY
Thursday Mar. 15 7:30 P.M.	LECTURE ON WIRING The need for adequate home wiring to carry today's increased load will be the subject of the lecture to be given by Max Parmelee of the Square D. Company and James D. Lynett, superintendent of the N.Y. Board of Fire Underwriters. Publicity: Winonah Murphy, JU. 6-2424.	RESIDENCE LIGHTING FORUM	570 LEXINGTON AVE.
Mar. 15- Mar. 17	OHIO INDUSTRIAL ARTS ASSN., DESHLER WALLICK HOTEL, COLUMBUS, OHIO. CONTACT: MERLE E. LEGGETT, BOARD OF EDUCATION, MEDINA, OHIO.		
Mar. 17	ST. PATRICK'S DAY (SATURDAY).		
Mar. 19	KALAMAZOO HOME BLDGS. ASSN., RECREATION PARK, KALAMAZOO, MICHIGAN. CONTACT: M. DALE OGDEN, 1722 HILLSHIRE DRIVE, KALAMAZOO, 28, MICHIGAN.		
Mar. 19- Mar. 22	RADIO ENGINEERING SHOW, INSTITUTE OF RADIO ENGINEERS, WALDORF ASTORIA. CONTACT: G. W. BAILEY, 1 E. 79TH STREET, NEW YORK 21, N. Y.		
Mar. 19- Mar. 23	NATL. CONFERENCE STATE SUPERVISORS HOME ECONOMICS, WASHINGTON, D. C. CONTACT: MRS. ATA LEE, U. S. OFFICE OF EDUCATION, WASHINGTON, D. C.		
Mar. 20- Mar. 23	COLUMBUS FARM AND HOME WEEK, IVES HALL, OHIO STATE UNIV., COLUMBUS, OHIO. CONTACT: I. P. BLAUSER, OHIO STATE UNIVERSITY, COLUMBUS, OHIO.		
Mar. 23	GOOD FRIDAY.		
Mar. 24- April 1	DALLAS HOME SHOW, STATE FAIR GROUND, DALLAS, TEXAS. CONTACT: SUE R. GODFREY, 2109 LIVE OAK, DALLAS, TEXAS.		
Mar. 25	EASTER SUNDAY.		
Mar. 25- Mar. 31	HONEY FOR BREAKFAST WEEK. SPONSOR: AM. HONEY INST., COMM. STATE BANK BLDG., MADISON 3, WISCONSIN.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday	COPLEY PLAZA	NEW YORK ANTIQUES FAIR	COPLEY PLAZA
Mar. 26-	ANTIQUES SHOW	660 MADISON AVENUE	BOSTON, MASS.
Mar. 29	This antiques show will be open from 1 to 10 P.M. daily and will be held in the Main Ballroom and the Ballroom Foyer. Contact: Dorothy Hazen, Mgr., 660 Madison Ave., New York 21, N.Y., TE. 8-6330.		
Mar. 26-	PHILADELPHIA GIFT SHOW, BENJAMIN FRANKLIN HOTEL, PHILADELPHIA, PA.		
Mar. 30	CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Mar. 26-	SPRING 1951 BOSTON FURNITURE SHOW, MECHANICS BLDG., BOSTON, MASS.		
Mar. 31	CONTACT: M. C. O'BRIEN, 90 CANAL STREET, BOSTON, MASS.		
Wednesday	RECEPTION FOR	HOME FASHIONS LEAGUE, INC. DAN COOPER	
Mar. 28	NEW MEMBERS	441 MADISON AVENUE	30 ROCKEFELLER PL.
5:15 P.M.-	A reception for new members of the Home Fashions League will be held on		
7:00 P.M.	this date. Contact: Mary Elizabeth Talmadge, MU. 9-5000 or Josephine Brush, PL. 5-2276.		
Mar. 29-	EASTERN ARTS ASSOCIATION, HOTEL STATLER, NEW YORK, N.Y.		
Mar. 31	CONTACT: V. A. ROY, PRATT INST., 251 RIERSON ST., BROOKLYN 5, N.Y.		
Mar. 30-	THIRD ANNUAL CALIFORNIA HOBBY SHOW, SHRINE CONV. HALL, LOS ANGELES, CAL.		
Apr. 8	CONTACT: CHET BILLINGS, TABERY CORP., 3443 SO. HILL ST., LOS ANGELES 7.		
Mar. 31-	WASHINGTON HOME BLDGS. SHOW & HOME FURNISHING FESTIVAL, NATL. GUARD ARMORY		
Apr. 8	WASHINGTON, D.C. CONTACT: JAMES W. PEARSON, 1757 K. ST., WASH., D.C.		

MUSEUM, GALLERY & GARDEN NEWS

Monday	ART EXHIBIT	COOPER UNION	COOPER SQUARE
Feb. 19-	The first group showing of paintings, sculpture and graphic arts by the		
Mar. 14	Cooper Union Art School faculty will be presented at this time. Publicity: Wayne Hodges, AL. 4-6300.		
Wednesday	GARDEN LECTURE	HORTICULTURAL SOCIETY	ESSEX HOUSE
Feb. 21	Subject of this lecture is "This Year Add Color to Your Garden." It will		
2:00 P.M.	be given by Paul F. Frese, editor, Popular Gardening. Contact: R. B. Farnham, PL. 7-0915.		
Monday	EXHIBIT: METAL SCULPTURE	SCULPTURE CENTER	167 EAST 69TH STREET
Feb. 26-	Direct metal sculpture, hammered, melted, cut and carved, by outstanding		
Mar. 24	artists in this field, will go on view. Publ.: Sahl Swarz, RE. 7-9870.		
Thursday	KNIFE, FORK AND	AMERICAN MUSEUM OF	CENTRAL PARK WEST
Mar. 8	SPOON EXHIBIT PREVIEW	NATURAL HISTORY	AND 79TH STREET
5:00 P.M.	Press preview, by invitation only, will be held on March 8. The exhibit		
Apr. 1	will open to the public on Friday, March 9. This exhibit, prepared by the Walker Art Center of Minneapolis and sponsored by Towle Silversmiths of Newburyport, Mass., traces the growth of these widely used "tools" from prehistoric times to the present day. Part of the exhibit shows the step by step creation of Towle's new design, "Contour", which will be available in May. There are examples in this display from almost every part of the civilized and uncivilized world. Publicity: Emily S. Nathan - Helen Erskine, 551 Madison Avenue, PL. 3-4690.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Cont'd)</u>			
Monday Mar. 13- Apr. 3	CERAMIC EXHIBIT The 57th Annual Exhibit of the N.Y. Society of Ceramic Arts will be held in the Education Hall and will be supplemented with lecture tours and demonstrations. Publicity: Edna Yadven Kamlet, GR. 7-4173.	MUSEUM OF NAT. HISTORY	CENT. PK. & 79TH
Friday Mar. 16- May 13	75TH ANNIVERSARY EXHIBIT Paintings and sculpture by 75 artists associated with the Art Students League of N.Y. from its early days to the present will go on display. Publicity: Lillian Greene, TR. 9-5500.	METROPOLITAN MUSEUM	5TH AVE. & 82ND
Tuesday Mar. 27- 2:00 P.M.- 5:00 P.M. May 27	PRESS PREVIEW A press preview of the winning designs in the lamp competition sponsored jointly by the Museum of Modern Art and the Heifetz Co. will be held on this date. The winner will go on sale March 28 in stores throughout the country. Publicity for the Museum, Betty Chamberlain, CI. 5-8900; Publicity for the Heifetz Co., Hilda Kassell, PL. 9-2917.	MUSEUM OF MODERN ART	11 WEST 53RD ST.

EDITORIAL, MUSEUM REQUIREMENTS

For The Toledo Museum of Art, Monroe St. & Scottwood Ave., Toledo 2, O.

This museum offers courses in home furnishing which emphasize modern furniture. They want to have on file good reference material on contemporary design in fabrics or other decorative objects. Address Mrs. Alvin Bippus, Instructor, Home Furnishing.

For Plastics Merchandising, 575 Madison Avenue, New York 22, N. Y.

Supplementing our announcement of this publication's editorial requirements in our Jan. 25 issue, please note change of address, to take place after Feb. 23, 1951. Also all products submitted must be accompanied by a form, obtainable from the magazine, which gives full particulars concerning the product. To obtain these forms address: Warren Goodman, New Products Editor, PL. 9-2710. (new tel.).

For The Jamestown Sun, 200 West 4th Street, Jamestown, N. Y.

Copy and photographs to illustrate all subjects relating to home furnishings are desired by this newspaper. Merchandise must be available through local outlets. "How-to" stories are preferred, but general decorative and trend themes are acceptable. Address: Mrs. Philip N. Wagner, Editor of Woman's Page.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below:

Park East Magazine, 220 East 42nd Street, New York 17, N.Y. MU, 7-7325.

This magazine has moved to the address above. George Wiswell is now Roving Editor and A. C. Spectorisky is Editor. Carriage Trade (shopping column) is conducted by B'Ann Thompson.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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